

Serial No. 10/634,502
Amdt. Dated August 31, 2005
Reply to Office action of May 31, 2005

Remarks

Reconsideration and withdrawal of the examiner's Sec. 112 rejection is respectfully requested based on the foregoing response, pointing out the enabling disclosure in the drawings.

Applicant respectfully requests reconsideration of the U.S. C.103(a) rejection of claim 12 based on Duer 5,820,142 in view of official notice of various retail merchandising practices.

More specifically, applicant respectfully submits that it would not have been obvious to combine the steps of providing shopping cart handles and dispensing same from point-of-purchase dispensers with additional promotional material printed thereon. The Duer reference provides no motivation or teaching of such a method combining the claimed steps.

Based on the foregoing, claim 12 defines a retail merchandising method with significant advantages over the prior art. Claims 13 and 14, the only other pending claims, are dependent from allowable claim 12. The application is therefore in condition for allowance and notice to this effect is earnestly solicited.

The examiner is invited to contact the undersigned by telephone if prosecution of this application can be expedited thereby.

I hereby certify that this paper is being filed by
facsimile transmission (571-273-8300) with the
U.S. Patent and Trademark Office on August 31,
2005

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Respectfully Submitted,

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